

Electronic Resources Homework

Promoting the statewide electronic resources can be overwhelming—however, you have just completed the first step by attending the Wednesday session on Electronic Resources!

The first step is being aware of the electronic resources available and what they contain.

The next step is identifying potential groups/patrons to share the resources with. The electronic resources vendors have provided websites with lots of promotional/marketing materials. Your assignment is in two parts—this should be about a 30-45 minute activity to complete both portions.

Assignment

**The URL's for the homework assignment are available on the SDSL website under "For Librarians/Licensed Databases"

<http://library.sd.gov/forlibrarians/licenses/index.htm> **

1. Group work: In your assigned groups, spend some time reviewing the marketing/promotional websites produced by the vendors and other libraries. Your group will report on Thursday morning in the 8-10 am session on:
 - a. Highlights of the website you reviewed.
 - b. Something your group thinks will be useful with your libraries.
2. Individual work: Taking what you know about the electronic resources offered by the South Dakota State Library and the community your library serves, identify key groups to share specific resources with. (For example: Business group meets monthly at library—plan to share new LexisNexis information with them OR Career Learning Center in community—will drop off flier for Learning Express with them)
 - a. Be prepared to share with the group on Thursday morning

Websites for Group Work—your group will be assigned in class on Wednesday

Magazines and Newspapers

- SIRS Researcher and Discoverer Training and Support: <http://www.proquestk12.com/trainingsupport.shtml>
- SIRS Researcher Marketing Kit: <http://www.proquestk12.com/productinfo/marketingkits/RESKIT.shtml>
- SIRS Discoverer Marketing Kit: <http://www.proquestk12.com/productinfo/marketingkits/DISKIT.shtml>
- Proquest Marketing Kit: <http://www.proquest.com/division/libraryadvocacy.shtml>
- Newsbank Promotional Information: <http://www.newsbank.com/ProductUse/index.cfm?content=236>
- Proquest brochures: (include Ancestry/Heritage Quest/Proquest) http://www.proquest.com/products_pq/literature/default.shtml

Online Books

- Promotional materials for Gale Virtual Reference Library: <http://www.gale.cengage.com/gvrl/promote.htm>
<http://www.gale.cengage.com/articles/2007/10/Sample.pdf>
- Promotional materials for NetLibrary: <http://www.oclc.org/netlibrary/marketingkit/marketingideas.htm>

Practice Exams

- **Learning Express Library promotional materials**
<http://www.learningexpresslibrary.com/promotion/>
- **South Central (WI) Library System promotional materials**
<http://www.scls.info/pr/lel/>
- Sample searches and product guides for Ancestry Library, Heritage Quest and Sanborn Maps from Proquest: http://www.proquest.com/products_pq/training/

WorldCat

- WorldCat Promotional info: <https://www.oclc.org/worldcat/promote/default.htm>
- WorldCat for Genealogy: <http://www.oclc.org/worldcat/genealogy/>

Genealogy

- Ancestry Blog: <http://blogs.ancestry.com/circle/>
- Ancestry/Heritage Quest fliers: <http://www.proquest.com/support/cs-tools.shtml>
- Ancestry/Genealogy—research tips: http://www.proquest.com/products_pq/literature/proquest/ALE_ResTips.pdf
- Proquest brochures: (include Ancestry/Heritage Quest/Proquest) http://www.proquest.com/products_pq/literature/default.shtml